



WEWS

# ORDER

Flight Dates **10/12/12-10/18/12**

Contract / Revision      **307265 /**  
Original Date / Revision  
                                  08/07/12    08/24/12

Advertiser **NRCC IE**

Agency    **National Media Inc**

Buying Contact

**815 Slaters Lane  
 Alexandria, VA 22314**

Product  
**Issue. NRCC IE 10.12-10.18 ADDS**

Agency Com    15%

Billing Contact

**815 Slaters Lane  
 Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **2953**

Alt Order #

Billing Type          Cash

Order Type          GENERAL

Billing Cycle        EOM/EOC

Billing Calendar   BROADCAST

Demographic      A35-64

Rev Codes           POL           POL           PARTY

Product Codes    PL

Priority                P-1

Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 38650

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	26	\$32,852.50	\$38,650.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$32,852.50</b>	<b>\$38,650.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/18/12	26	\$32,852.50	\$38,650.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/12/12	10/18/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$750.00	P-1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--	1					\$750.00		0.00			
Week:		10/15/12	10/21/12	MT-T---	3					\$750.00		0.00			
N 2	WEWS	10/12/12	10/18/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00



WEWS

Print Date: 09/24/12

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Contract / Revision **307265** Flight Dates **10/12/12-10/18/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/24/12

Order Sep 00:20:00

Advertiser **NRCC IE**Product **Issue. NRCC IE 10.12-10.18** Estimate # **2953**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/12/12	10/18/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$900.00			0.00			
	Week:	10/15/12	10/21/12	-----		0			\$0.00			0.00			
N 3	WEWS	10/12/12	10/18/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$900.00			0.00			
	Week:	10/15/12	10/21/12	-----		0			\$0.00			0.00			
N 4	WEWS	10/12/12	10/18/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1			\$1,400.00			0.00			
	Week:	10/15/12	10/21/12	MTWT---		4			\$1,400.00			0.00			
N 5	WEWS	10/12/12	10/18/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0			\$0.00			0.00			
	Week:	10/15/12	10/21/12	M-W---		2			\$2,500.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	10/15/12-10/21/12	M-Su 630-7p WNT		630-7p	M-W-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
		See MG 5.3,5.4 [N/A ON ENTRY]													
	2	WEWS	10/15/12-10/21/12	M-Su 630-7p WNT		630-7p	M-W-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
		See MG 5.3,5.4 [N/A ON ENTRY]													
	3	WEWS	10/17/12-10/17/12	M-Su 630-7p WNT		630-7p	--W-----	:30		\$2,500.00		0.00	NM		
		Ⓜ MG for 5.2,5.1 [N/A ON ENTRY]													
	4	WEWS	10/15/12-10/15/12	M-Su 630-7p WNT		630-7p	M-----	:30		\$2,500.00		0.00	NM		
		Ⓜ MG for 5.2,5.1 [N/A ON ENTRY]													
N 6	WEWS	10/12/12	10/18/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$1,600.00			0.00			
	Week:	10/15/12	10/21/12	-----		0			\$0.00			0.00			
N 7	WEWS	10/12/12	10/18/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0			\$0.00			0.00			
	Week:	10/15/12	10/21/12	-T-----		1			\$3,000.00			0.00			
N 8	WEWS	10/12/12	10/18/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$3,000.00			0.00			
	Week:	10/15/12	10/21/12	-----		0			\$0.00			0.00			
N 9	WEWS	10/12/12	10/18/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1			\$850.00			0.00			
	Week:	10/15/12	10/21/12	MTWT---		4			\$850.00			0.00			



Product Issue. NRCC IE 10.12-10.18 Estimate # 2953

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WEWS	10/12/12	10/18/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$2,500.00		0.00			
		Week: 10/15/12	10/21/12	MTWT---		2				\$2,500.00		0.00			
N 11	WEWS	10/12/12	10/18/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	MTWT---		1				\$1,200.00		0.00			
N 12	WEWS	10/12/12	10/18/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	MTWT---		1				\$1,300.00		0.00			
Totals														26	\$38,650.00